

# Drinking Habit of Women - A Study Based on Existing Trends in Chandigarh

Vikas Mohan

Department of Tourism and Hotel Management, Central University of Haryana, Jant –Pali, Mahendragarh, Haryana 123029

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## ABSTRACT

Indian tradition has been synonymous with conventional behavior and a hint of regressive thinking when it comes to thinking about the role of Indian women. However, the last few decades have shown a paradigm shift, with data showing evidence regarding progressive changes for the female species. Such progressive changes mean that traditional settings have now paved way to corporate boardroom discussions. Also, societal milieu has gone beyond the family limitations to keep lifestyles in accordance with modern architecture. On the other hand, there has been a surge in the drinking trends and habits among Indian women. The primary focus of this study is to compare the preferences regarding drinks habits (alcoholic beverages) among women in Chandigarh as well as correlate it with other paraphernalia like age, health and career. A survey was carried out at various bars on bar professionals, Food and Beverage specialists, faculty, students and women of Chandigarh and the people who are fond of cocktails, and other alcoholic beverages.

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## INTRODUCTION

Today, women in modern India have largely been influenced by the programs of reform and upliftment which brought about a radical change in their position. With the various reform movements and a gradual change in the perception of women in society, there was seen a radical transformation in the position of women in modern India. They now emerged as educated, socially aware, competent women with a strong sense of their individuality and increasingly looking towards newer avenues for self expression. The educated and socially active women, were part of a modernizing movement which sought to modify gender relations in the direction of greater equality between men and women.

Use of alcohol in women in India has been on the rise. The rate of consumption of alcoholic beverages by women consumer has tremendously increased in last decade. They prefer to visit bars of the city and enjoy their drinks like beer, wine, spirits, cocktails, and other alcoholic beverages. With the increased number of corporate professional women (both married and unmarried women), visibility of women in bars is quite common now a days but still women prefer to come in a group of people. Women from managerial and professional socio-economic groups drink heavily on a regular basis, although the numbers of young girls has also increased. It is particularly evident in professional students, where on some measures young girls are as likely as young boys to binge drink. This is seen as a reflection of lifestyle changes in recent decades which have made it more socially acceptable for women to consume alcohol to levels comparable with their male counterparts.

In India, there has been a leveling off in female alcohol consumption in recent years, but instances of heavy drinking remain at historically high levels, the gap between men and women has narrowed in relation to consumption. In our study we have taken the city like Chandigarh because of open culture and tradition and to collect reliable data. As in Chandigarh, society is well mixed of professional and government employees, mostly people are from above average income group and well educated. As there is no such research has been taken place on drinking habits of women of “City Beautiful” Chandigarh, I have taken this topic for understanding the existing trends of drinking habits among women in Chandigarh.

## METHODOLOGY

### Sample size, region and sampling technique:

Data was collected through set of questionnaire from 12 different bars of Chandigarh, India region. A set of questionnaire was asked from 100 women of Chandigarh (including 18 food and beverage professionals). The questionnaire used for the study is listed in Table 1 (questionnaire for women customers)

**Table 1: List of questions surveyed for women bar customers**

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- |   |   |
|---|---|
| 1 | Basic Details (Name, Age, Education, Profession)                                  |
| 2 | How often do you drink containing alcohol?  |
| 3 | What kind of drink you prefer?  |
| 4 | When do you drink?  |
| 5 | Where do you prefer to drink?   |
| 6 | With whom you preferred to have drink?  |
| 7 | What is the amount you would be willing to spend on drinking in a bar?            |
| 8 | Have you ever found that you were not able to stop drinking once you had started? |
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**Methods of data collection:**

- 1. Primary Sources: The primary sources for data collection for this study includes-**
  - a) Questionnaires
  - b) Visiting various Bars in Chandigarh.
  - c) Conducting Surveys
- 2. Secondary Sources: The primary sources for data collection for this study includes-**
  - a) Internet
  - b) Books
  - c) Magazines
  - d) Journals &
  - e) Newspapers

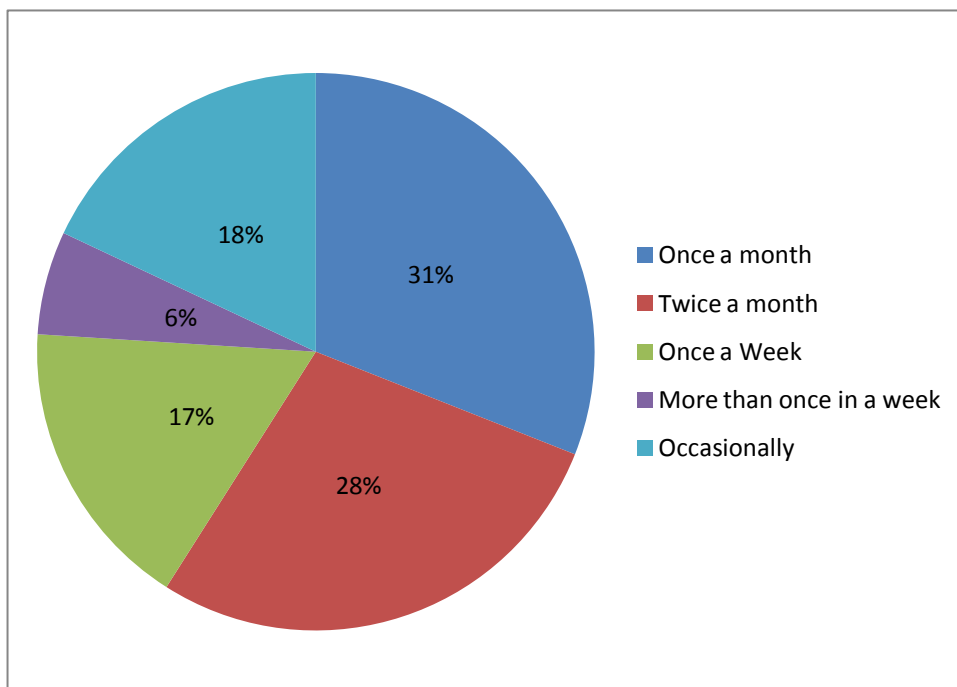
**Objectives of the study**

- To study and compare the preference of women regarding drinking Habit (Alcoholic Beverages).
- To determine the scope and preference of women towards drinks according to their age and profession.
- To determine the situation/condition which create the environment for women to drink.

**RESULTS**

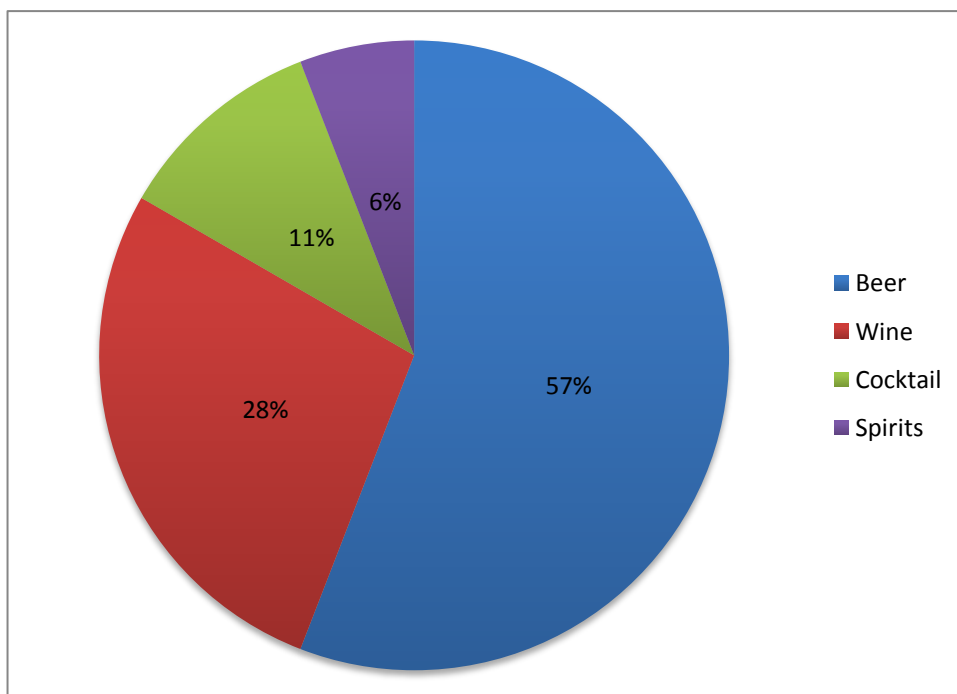
On the basis of data collected we have women respondent mostly of age group 25-35 which constitute 46%, 35-45 constitute 42%, and above 45 constitute only 12%. On the basis of profession 33% of the total women professional are corporate professionals, 12% are government employees, 37% are self employed, and others 18%. On the basis of marital status mostly women are married which constitute 77% and remaining 23% are unmarried. On the basis of education 29% are graduate, 47% are post graduate and remaining are from different specialization.

Typical questionnaires were given to consumers including food and beverage professionals. On the basis of the questionnaires, the results are as mentioned hereafter. The first query for the consumers was that how often do you have a drink containing alcohol. Out of the 100 responses, 31% used to have once a month, 28% have twice a month, 17% have once a week, 6% have more than once in a week and 18% used to have occasionally drinking pattern. (Figure 1).



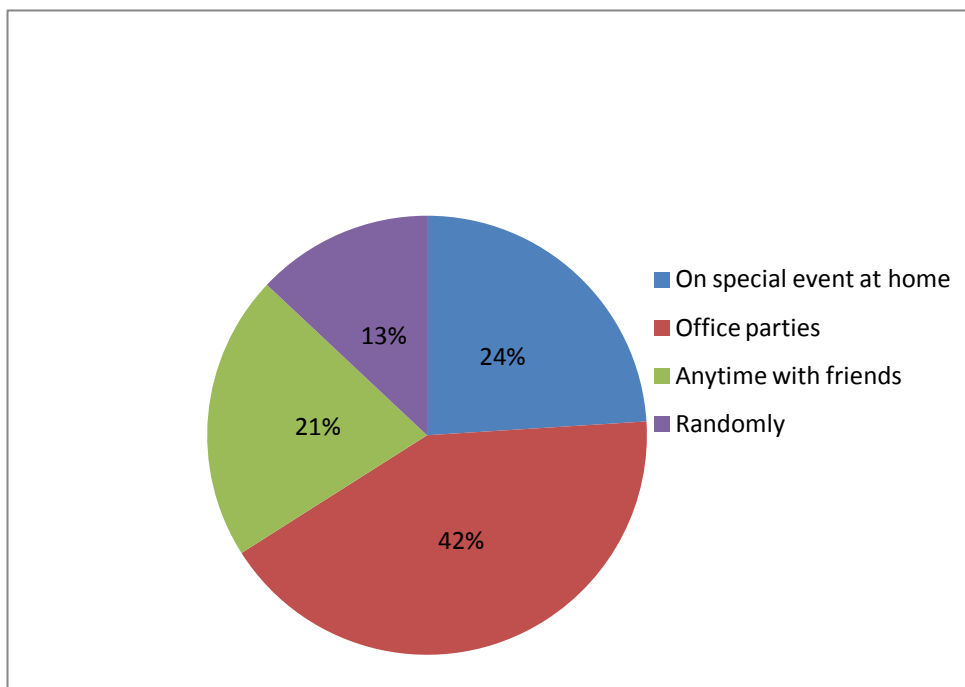
**Figure 1: Responses from different consumers for question 2**

However, in the third question, women consumers were asked about the kind of drink they prefer. On the basis of data collected mostly women like to have beer which constitutes 57% of the total respondent, 28% used to have wine, 11% used to have cocktail, and the remaining 6% used to have spirits (Figure 2).



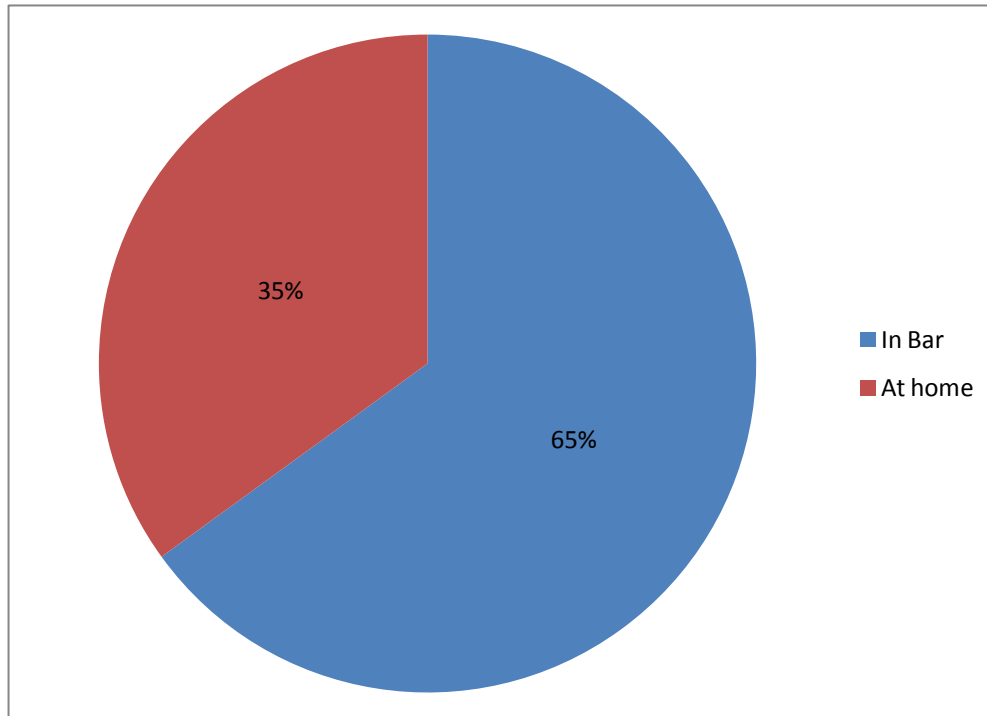
**Figure 2: Responses from different consumers for question 3**

The response of the women respondents for the fourth question is depicted in Figure 3. According to which, 24% of the women used to have drink on the special event at home, and majority of the women used to have drink at office parties which constitutes 42%, 21% used to have anytime with friends and only 13% used to have random drinks (Figure 3).



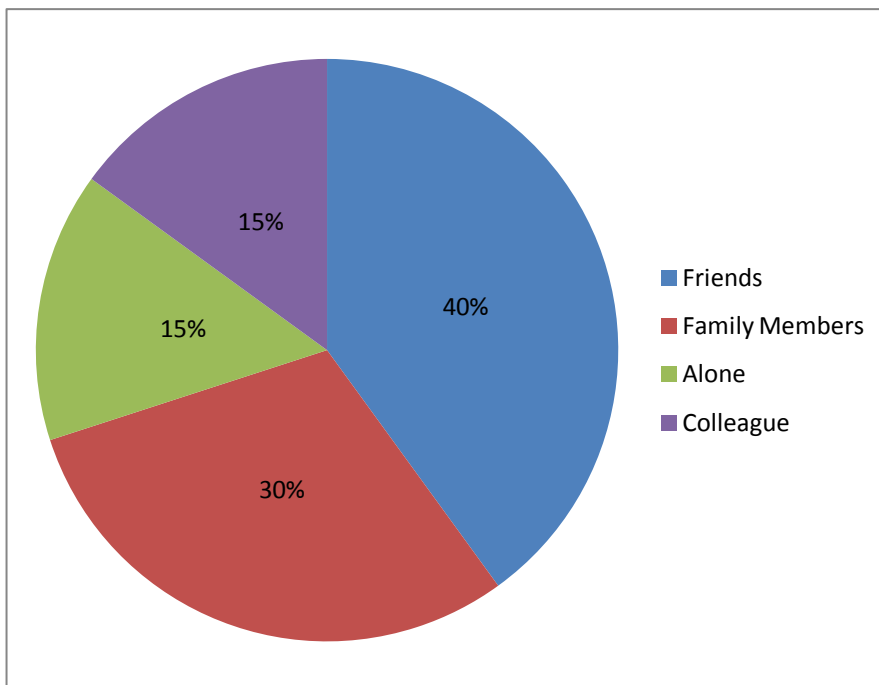
**Figure 3: Responses from different consumers for question 4**

In the next question they were asked about the place where they prefer to drink which shows that majority of them like to visit bar for drinking purpose which constitute 65% and the remaining 35% used to have drink at home (Figure 4).



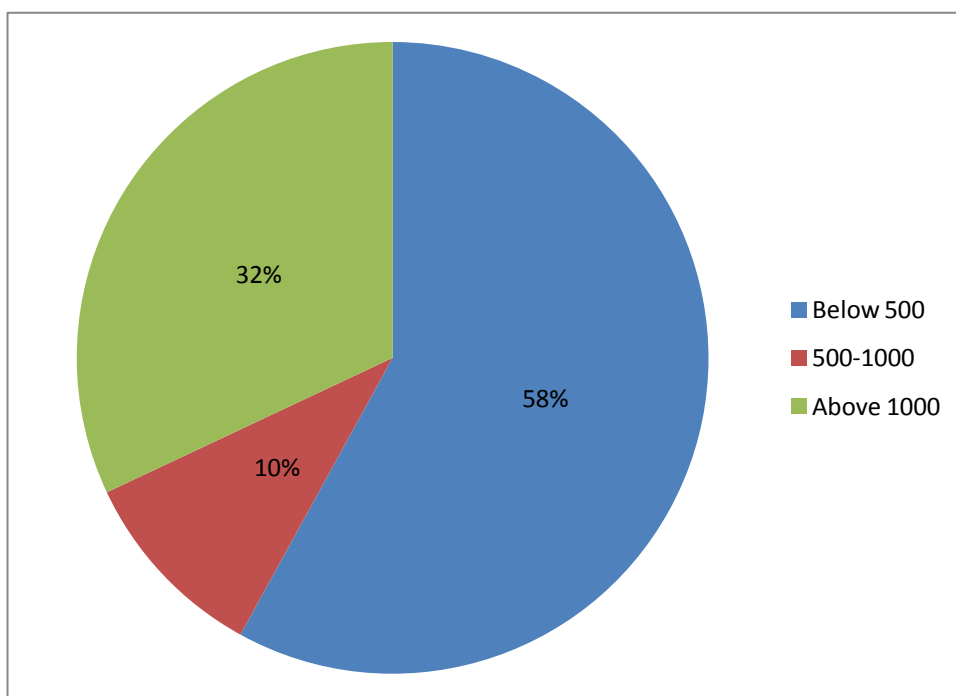
**Figure 4: Responses from different consumers for question 5**

When they were asked about their preference with whom they prefer to have drink then mostly women like to enjoy their drink with their friends which constitutes 40%, 30% with their family members, 15% alone and 15% with their colleagues (Figure 5).



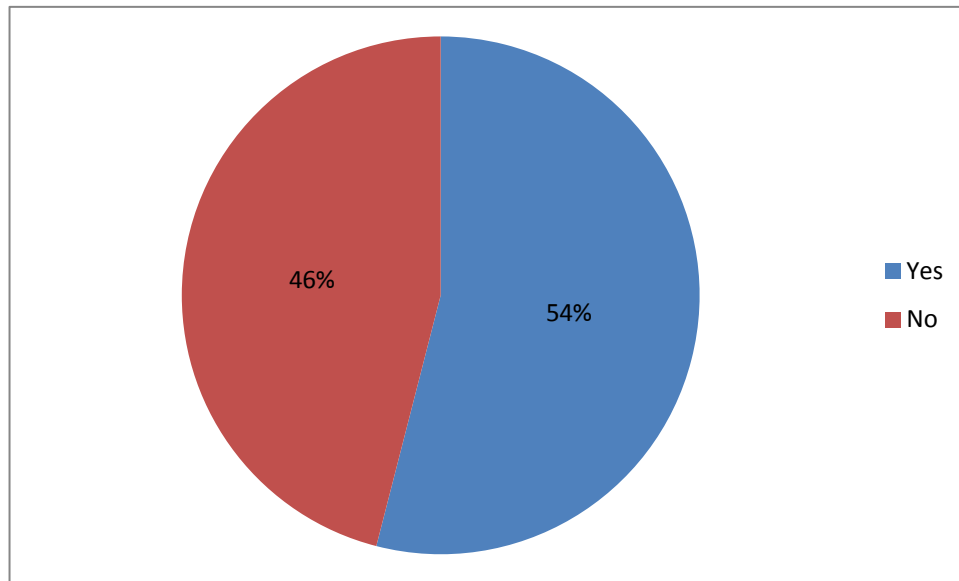
**Figure 5: Responses from different consumers for question 6**

The next question reflects the amount spent on drinking which shows that majority of them which constitutes 58% used to spent only upto Rs 500, 10% from 500-1000 and 32% above 1000 which are mostly from the high income group category (Figure 6).



**Figure 6: Responses from different professionals for question 7**

Lastly they were asked have you ever found that you were not able to stop drinking once you had started. The result shows that 54% of them stop their drinking habit and the remaining 46% continues the same (Figure 7).



**Figure 7: Responses from different professionals for question 8**

### DISCUSSION AND CONCLUSION

The survey on drinking habit of women in Chandigarh produced some fascinating results as after thorough study we believe that women tend to drink the heaviest in their late twenties and early thirties mean age group between 25-35. This high level of alcohol use comes at an age when women are married and go along with their friends followed by family members away from parental restrictions but before they take on the full responsibilities of family life. As women begin to assume more adult roles—full-time employment, marriage, and parenthood - they often reduce their alcohol consumption. This reduction in alcohol use may be a result of the limitations that adult roles place on social activities or may reflect a change in young people's attitudes toward drinking. Infact they are ready to spend their income on drinking in bar with friends and colleagues

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